

DAFTAR PUSTAKA

- Adiwijaya, M. (2015). *The Effect of Vendor Trustworthiness toward Online Purchase Intention through Costumer Trust*.
- Aisah, S., Vikaliana, R., & Nasim, E. S. (2021). The Effect of Customer Trust and Service Quality on Online Transportation Consumer Satisfaction on Stiami Institute Students. *Jurnal Ilmiah Manajemen*, 9(2), 511–515.
- Ajjah, J. H., & Selvi, E. (2021). *Pengaruh kompetensi dan komunikasi terhadap kinerja perangkat desa*. 13(2), 232–236.
- Akhfiani, L., Noermijati, D., Kunci, K., Merek, K., Beli, N., & Hijau, P. (2022). *THE INFLUENCE OF GREEN MARKETING TOWARDS PURCHASE INTENTION THROUGH BRAND AWARENESS (A STUDY ON LOVE, BEAUTY, AND PLANET) Purchase Intention*. www.sigmaresearch.co.id,
- Andika, M., Masithoh, S., Kholiq, Y. N., Nisa, D. A., & Rohmah, N. (2021). Efektivitas Marketplace Shopee sebagai Marketplace Belanja Online yang Paling Disukai Mahasiswa. In *Journal of Education and Technology*. <http://jurnalilmiah.org/journal/index.php/jet>
- Ani, J., Lumanaw, B., & Tampenawas, J. L. A. (2021). PENGARUH CITRA MEREK, PROMOSI DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA E-COMMERCE TOKOPEDIA DI KOTA MANADO THE INFLUENCE OF BRAND IMAGE, PROMOTION AND SERVICE QUALITY ON CONSUMER PURCHASE DECISIONS ON TOKOPEDIA E-COMMERCE IN MANADO CITY. 663 *Jurnal EMBA*, 9(2), 663–674.
- Bina, U., Gorontalo, T., Rinaja¹, A. F., Bagus, I., Udayana², N., & Maharani³, B. D. (2022). *PENGARUH ONLINE CUSTOMER REVIEW, WORD OF MOUTH, AND PRICE CONSCIOUSNESS TERHADAP MINAT BELI DI SHOPEE*. 9, 435–448.

- Budiaji Weksi. (2023). SKALA PENGUKURAN DAN JUMLAH RESPON SKALA LIKERT. *Ilmu Pertanian Dan Perikanan*, 2(2), 127–133.
- Chandrruangphen, E., Assarut, N., & Sinthupinyo, S. (2022). The effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2034238>
- Cheong, J. W., Muthaly, S., Kuppusamy, M., & Han, C. (2020). The study of online reviews and its relationship to online purchase intention for electronic products among the millennials in Malaysia. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1519–1538. <https://doi.org/10.1108/APJML-03-2019-0192>
- Chrisnada Stephen. (2022). *Pengaruh Electronic Word of Mouth di Instagram dan Sales Promotion terhadap Minat Beli Konsumen Bittersweet by Najla*
- Damayanti, R. S. (2019). *PENGARUH ONLINE CUSTOMER REVIEW AND RATING, E-SERVICE QUALITY DAN PRICE TERHADAP MINAT BELI PADA ONLINE MARKETPLACE SHOPEE (Studi Empiris Pada Mahasiswa Universitas Muhammadiyah Magelang)*. 685–693.
- Dian Nita. (2020). *PENGARUH KOMUNIKASI, DISIPLIN DAN MOTIVASI KERJA TERHADAP KINERJA KARYAWAN BAGIAN PRODUKSI PT. EXTRUPACK BEKASI BARAT*.
- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Effendy Femmy, Hanata Yonatan Reza, Budi Setia Nardo Leo, Sawlani Kelly Dhiraj, & Christina Merryssa. (2023). The Role of Promotion Strategy and Product Price on Purchase Intention of Indihome. *Ekonomi, Manajemen, Dan Akuntansi*, 9(1), 106–111. <https://doi.org/10.35870/jemsi.v9i1.892>

- Elwalda, A., & Lü, K. (2014). *The Influence of Online Customer Reviews on Purchase Intention: the Role of Non-numerical Factors*. *European Marketing*. <https://www.researchgate.net/publication/286460238>
- Farhan, A. M., Rahayu, A., Dewi, P., & Farhan, A. M. (2023). *The Effect of Social Media Advertising on Purchase Intention (Study on Students of SD/MI equivalent in the City of Bandung/Cimahi)*. 4. <https://doi.org/10.31933/dijemss.v4i3>
- Fibrianti, N. S., Chotimah, N., & Kholiq, A. (2021). *PENGARUH HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK WARDAH PADA KALANGAN MAHASIWI IKIP MUHAMMADIYAH MAUMERE*.
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services. *Information and Management*, 55(8), 956–970. <https://doi.org/10.1016/j.im.2018.04.010>
- Firman, A., Ilyas, G. B., Reza, H. K., Lestari, S. D., & Putra, A. H. P. K. (2021). The Mediating Role of Customer Trust on the Relationships of Celebrity Endorsement and E-WOM to Instagram Purchase Intention. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(1), 107. <https://doi.org/10.24252/minds.v8i1.20594>
- Furadantin Ririn Natalia. (2018). *ANALISIS DATA MENGGUNAKAN APLIKASI SMARTPLS V.3.2.7*.
- Guo, L., Hu, X., Lu, J., & Ma, L. (2021). Effects of customer trust on engagement in live streaming commerce: mediating role of swift guanxi. *Internet Research*, 31(5), 1718–1744. <https://doi.org/10.1108/INTR-02-2020-0078>
- Harli, I. I., Mutasowifin, A., Andrianto, M. S., & Syaefudin Andrianto, M. (n.d.). *Pengaruh Online Consumer Review dan Rating terhadap Minat Beli Produk Kesehatan pada E-Marketplace Shopee Selama Masa Pandemi COVID-19*.
- Hatta, I. H., Aryani, F., & Rachbini, W. (2018). ANALYSIS OF CORPORATE IMAGE AND PURCHASE INTENTION FACTORS. *International Journal of Business, Economics and Law*, 17.

- Hsu, C. L., Yu, L. C., & Chang, K. C. (2017). Exploring the effects of online customer reviews, regulatory focus, and product type on purchase intention: Perceived justice as a moderator. *Computers in Human Behavior*, 69, 335–346. <https://doi.org/10.1016/j.chb.2016.12.056>
- Jasmalinda. (2021). *PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN MOTOR YAMAHA DI KABUPATEN PADANG PARIAMAN. 1.*
- Jiménez, F. R., & Mendoza, N. A. (2013). Too popular to ignore: The influence of online reviews on purchase intentions of search and experience products. *Journal of Interactive Marketing*, 27(3), 226–235. <https://doi.org/10.1016/j.intmar.2013.04.004>
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4). <https://doi.org/10.6007/ijarbss/v7-i4/2821>
- Lestari, P., & Saifuddin, M. (2020). Muchammad Saifuddin Implementasi Strategi Promosi Produk dalam Proses Keputusan Pembelian Melalui Digital Marketing Saat Pandemi Covid'19. In *Jurnal Manajemen dan Inovasi (MANOVA)* (Vol. 3, Issue 2).
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran. In *Journal of Multidisciplinary Engineering Science and Technology (JMEST)* (Vol. 2, Issue 1). www.jmest.org
- Mulyati, Y., & Gesitera, G. (2020). Pengaruh Online Customer Review terhadap Purchase Intention dengan Trust sebagai Intervening pada Toko Online Bukalapak di Kota Padang. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 9(2), 173. <https://doi.org/10.30588/jmp.v9i2.538>

- Nangin, M. A., Rasita, I., Barus, G., & Wahyoedi, S. (2020). The Effects of Perceived Ease of Use, Security, and Promotion on Trust and Its Implications on Fintech Adoption. In *Journal of Consumer Sciences E* (Vol. 05, Issue 02).
- Pan, H., Ha, H. (2022). The moderating role of mobile promotion during current and subsequent purchasing occasions: the case of restaurant delivery services. *International Journal of Contemporary Hospitality Management*, 34(2), 601–622. <https://doi.org/10.1108/IJCHM-07-2021-0852>
- Park, C. W., Sutherland, I., & Lee, S. K. (2021). Effects of online reviews, trust, and picture-superiority on intention to purchase restaurant services. *Journal of Hospitality and Tourism Management*, 47, 228–236. <https://doi.org/10.1016/j.jhtm.2021.03.007>
- Pooja, K., & Upadhyaya, P. (2022). What makes an online review credible? A systematic review of the literature and future research directions. *Management Review Quarterly*. <https://doi.org/10.1007/s11301-022-00312-6>
- Prasetyo Muhammad Ikhwan Muldia. (2019). *PENGARUH KESADARAN MEREK, ASOSIASI MEREK, KUALITAS PERSEPSIAN, LOYALITAS MEREK DAN NEGARA ASAL TERHADAP KEPUTUSAN PEMBELIAN ULANG*. <http://repository.umy.ac.id/handle/123456789/25654>
- Pratiwi Indah Nuning. (2017). *Penggunaan Media Video Call dalam Teknologi Komunikasi.....(Nuning Indah Pratiwi)*.
- Prihapsara, F., & Velayanti, R. (2017). The Influence of Attitude and Subjective Norm Towards The Purchase Intention as Potential Consumer of Mouthwash Product Pengaruh Sikap Dan Norma Subyektif Terhadap Niat Beli Personal sebagai Konsumen Potensial Produk Obat Kumur. In *Journal of Pharmaceutical Science and Clinical Research* (Vol. 02).
- Putri Sari, S. (2020). *Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen*. 8(1), 147–155.

- Rafika Ulfa. (2021). VARIABEL PENELITIAN DALAM PENELITIAN PENDIDIKAN. *Jurnal Pendidikan Dan Keislaman*.
- Regina, R., Rini, E. S., & Sembiring, B. K. F. (2021). The Effect of Online Customer Review and Promotion through E-Trust on the Purchase Decision of Bukalapakin Medan City. *International Journal of Research and Review*, 8(8), 236–243. <https://doi.org/10.52403/ijrr.20210833>
- Sari I., A., G., P., P., & Hasbi I. (2020). PENGARUH BRAND EQUITY DAN ONLINE CONSUMER REVIEW TERHADAP PURCHASE INTENTION PADA PRODUK SUNSCREEN WARDAH. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 9(7), 589–608.
- Sari P., I. (2011). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PRAKTIK PENERAPAN INTERNET FINANCIAL REPORTING (IFR) PADA PERBANKAN DI INDONESIA.
- Shaheen, M., Zeba, F., Chatterjee, N., & Krishnankutty, R. (2020). Engaging customers through credible and useful reviews: the role of online trust. *Young Consumers*, 21(2), 137–153. <https://doi.org/10.1108/YC-01-2019-0943>
- Siahaan, R. (2021). PENGARUH STRES, MOTIVASI KERJA, DAN KEPUASAN TERHADAP KINERJA DRIVER ONLINE GRABBIKE DI MASA COVID-19 (Studi Pada Driver GrabBike di Jakarta Timur). *SEKOLAH TINGGI ILMU EKONOMI INDONESIA*.
- Silverman, B. G., Hanrahan, N., Huang, L., Rabinowitz, E. F., & Lim, S. (2015). Artificial Intelligence and Human Behavior Modeling and Simulation for Mental Health Conditions. In *Artificial Intelligence in Behavioral and Mental Health Care* (pp. 163–183). Elsevier. <https://doi.org/10.1016/B978-0-12-420248-1.00007-6>
- Suryawan, T. G. A. W. K., Sumerta, I. K., Vatara, I. G. A., & Abdullah, S. (2022a). The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 13(3), 176–192. <https://doi.org/10.18196/jbti.v13i3.16655>

- Suryawan, T. G. A. W. K., Sumerta, I. K., Vatara, I. G. A., & Abdullah, S. (2022b). The Impact of Online Reviews and Ratings toward Shopee's Customer Purchase Intention in Gianyar Regency. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 13(3), 176–192. <https://doi.org/10.18196/jbti.v13i3.16655>
- Sutanto, M. A., & Aprianingsih, A. (2016). *THE EFFECT OF ONLINE CONSUMER REVIEW TOWARD PURCHASE INTENTION: A STUDY IN PREMIUM COSMETIC IN INDONESIA*. www.frobes.com,
- Syahrini, A., & Arif, E. (2020). *THE INFLUENCE OF PRICE, TRUST, AND SALES PROMOTION ON PURCHASE INTENTION OF TRAVELOKA MOBILE APPLICATION*.
- Tong, X., & Su, J. (2018). Exploring young consumers' trust and purchase intention of organic cotton apparel. *Journal of Consumer Marketing*, 35(5), 522–532. <https://doi.org/10.1108/JCM-04-2017-2176>
- Tran, L. T. T. (2020). Online reviews and purchase intention: A cosmopolitanism perspective. *Tourism Management Perspectives*, 35. <https://doi.org/10.1016/j.tmp.2020.100722>
- Utami Sri Endang. (2017). *PERAN BRAND AWARENESS SEBAGAI MEDIASI PENGARUH IKLAN TELEVISI DAN BRAND AMBASSADOR TERHADAP REPURCHASE INTENTION PRODUK KECANTIKAN WARDAH (Studi Kasus Pada Mahasiswi Program Sarjana FEB Universitas Brawijaya Malang yang Menggunakan Produk Kecantikan Wardah)*.
- Wang, B., Xie, F., Kandampully, J., & Wang, J. (2022). Increase hedonic products purchase intention through livestreaming: The mediating effects of mental imagery quality and customer trust. *Journal of Retailing and Consumer Services*, 69.
- Wang, Q., Zhang, W., Li, J., Mai, F., & Ma, Z. (2022). Effect of online review sentiment on product sales: The moderating role of review credibility perception. *Computers in Human Behavior*, 133. <https://doi.org/10.1016/j.chb.2022.107272>

Wati, I. A. N. A. C., & Indiani, N. L. P. (2022). The Influence of Social Media Communication, Product Quality, and Promotion on Purchase Intention. *Almana : Jurnal Manajemen Dan Bisnis*, 6(3), 472–479.
<https://doi.org/10.36555/almana.v6i3.1935>

